COURSE DETAIL

INNOVATION IN BUSINESS AND ECONOMIC GROWTH
Country Netherlands
Host Institution Maastricht University - School of Business and Economics
Program(s) Business and Economics, Maastricht
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 115
UCEAP Course Suffix
UCEAP Official Title INNOVATION IN BUSINESS AND ECONOMIC GROWTH
UCEAP Transcript Title INNOVATION & GROWTH
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course looks at the role of innovation in the modern economy. It explores innovation from within the firm and investigates how innovation processes contribute to economic growth. The literature covers notions of knowledge, innovation, and technology (innovation systems, general purpose technologies), their organizational patterns (networks, clusters, and global value chains), and firms' innovation strategies in modern contexts (dispersed R&D, markets for technology). In order to develop theoretically grounded innovation strategies, the course combines a theoretical perspective with practical elements on innovation processes in firms. Each tutorial is divided in two parts: in the first part the assigned literature is reviewed and discussed, in the second part students work in groups to apply the theoretical insights to real-life business cases. Students are required to write a business case which focuses on defining an appropriate innovation strategy for an existing or start-up firm depending on four different hypothetical scenarios which might characterize the Netherlands' economy and society in 2040. This course provides business students with the dual opportunity to develop their understanding of innovation processes within firms and understand how managerial decisions shape and are shaped by economic, social, and technological conditions.

Language(s) of Instruction
English

Host Institution Course Number
EBC2148

Host Institution Course Title
INNOVATION IN BUSINESS AND ECONOMIC GROWTH

Host Institution Course Details
https://code.unimaas.nl/Code/Display

Host Institution Campus
Maastricht University

Host Institution Faculty

School of Business & Economics
Host Institution Degree
Host Institution Department
Course Last Reviewed 2024-2025

Print